

Message Text

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SUBJECT: CLOTHING USA JEEP/MULTI-COMPANY BSP

1. CLOTHING USA - JEEP/MULTI COMPANY BSP
2. USTC MILAN FEBRUARY 25-28, 1977
3. FOURTEEN PARTICIPANTS FOR SIXTEEN EXHIBITORS
4. SALES DURING SHOW: \$1,884,220 (ALL NTM)
 - A) NTM: \$8,001,000
 - B) OTM: \$200,000
- TOTAL \$8,201,000
6. FIVE EXHIBITORS SOUGHT EXREPS
7. THREE EXREPS APPOINTED DURING SHOW
8. AN ADDITIONAL FOUR EXREPS EXPECTED NEXT TWELVE MONTHS
9. NXA
10. TOTAL REGISTERED VISITORS: 955
- 11.A) LILI SUE, NEWYORK, N.Y. NTM. EXHIBITED: HIGH FACHION
BLUSES, KNITWEAR AND EVENING DRESSES. APOINTED
THREE EXREPS DURING SHOW, PENETRATING GREECE FOR FIRST TIME.
SALES DURING EVENT \$500,00. MR. PING Y. HSU, PRESIDENT
WROTE: "PEOPLE IN BOUTIQUE BUSINESS REALLY EXPRESSED THEIR
INTEREST IN OUR PRODUCTS. WE ARE VERY CONFIDENT THAT
BUSINESS CAN BE ESTABLISHED IN THE NEAR FUTURE. WE ARE VERY
PLEASED WITH THE RESULTS". CLEARED JEEP PARTICIPANT

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- B) LONE STAR WESTERN WEAR, AUSTIN, TEXAS. TNM. EXHIBITED: JEANS
AND WESTERN WEAR. SALES DURING SHOW: \$1,200,000. EXPECTED
NEXT TWELVE MONTHSC \$4,000,000. PENETRATED GREECE AND SPAIN
FOR FIRST TIME. WROTE ANDREA COVA, EXCLUSIVE EUROPEAN
DISTRIBUTOR FOR LONE STAR PRODUCTS: "VERY PROFITABLE SHOW".
CLEARED. BSP PARTICIPANT
- C) BIG SMITH, NEW YORK, N.6. NTM. EXHIBITED: JEANS AND OTHER

CASUAL APPAREL. SALES DURING SHOW: \$11,000. EXPECTED NEXT TWELVE MONTHS: \$300,000. EXPECTS APPOINT TWO EXREPS NEXT TWELVE MONTHS. PENETRATED GREECE FOR FIRST TIME. JUDD GERVEY, VICE PRESIDENT MARKETING AND SALES WROTE: "HAVING ATTENDED JANUARY 1976 SHOW (DURIG EUROTRICOT) I BELIEVE THAT TRAFFIC WAS TREMENDOUS AT THAT TIME BUT NOT SUFFICIENT DURING 1977 SHOW TIME. I RECOMMEND CONSIDERATION BE GIVEN TO JOINT SHOW TIMES SO THAT SYNERGISTIC VALUE IS ACHIEVED".

CLEARED JEEP PARTICPANT

12. THIS YEAR'S CLOTHING SHOW PROVED A SOLID SUCCESS, WITH OFF-THE-FLOOR SALES (\$1,884,220) FOR THIS BACK-TO-BACK MULTI-COMPANY BSP/JEEP BREAKING ALL PREVIOUS MTC CLOTHING SHOW RECORDS. INTEREST IN AMERICAN CASUAL CLOTHIN STILL REMAINS HIGH ALTHOUGH BOTH VISITORS AND EXHIBITORS COMMENTED ON CURRENT DOWNTURN IN THE ONCE-BOOMING JEANS MARKET. MTC SCHEDULED NUMBER OF SPECIAL EVENTS TO PROMOTE THIS SHOW INCLUDING FEBRUARY 15 SPECIAL LUNCH IN ZURICH FOR BUYERS OF SWITZERLAND'S MAJOR DEPARTMENT STORES AND AGENTS RECEPTION THAT SAME EVENING. SPECIAL FASHION SHOW AND AMERICAN LUNCH HOSTED BY MTC DIRECTOR FOR ITALY'S MAJOR DEPARMTNET STORE BUYERS FILLED MTC LOUNGE ON SHOW'S OPENING DAY. PRE-SHOW PARTY FOR JOURNALISTS AT FIORUCCI'S (CURRENTLY ITALY'S BIGGEST NAME IN CASUAL CLOTHING) HAD BIG PAY-OFF AS SHOW RECEIVED UNUSAUALLY HEAVY PRESS COVERAGE WITH VOGUE, VOGUE UOMO, VOGUE BAMBINI, LEI (ITALIAN VERSION OF GALAMOUR) AND FAMIGLIA CRISTIANA ALL PLANNING EXTENSIVE PHOTO/ARTICLES ON EXHIBITION.

ONLY REALLY DISAPPOINTMENT EXHIBITORS WERE TWO JEEP PARTICIPANTS SELLING ITAIAN JEWELRY AND ARTIFACTS WHO UNFORTUNATELY UNCLASSIFIED

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FOUND ITALIAN MARKET WOULD JUST NOT SUPORT THEIR HIH PRICES. WHILE MTC REMAINS CONVINCED OF CONTINUED STRONG MARKET AND U.S. CLOTHES IN ITALY AND HIGHLY PLEASED EXCELLENT COMMERCIAL RESULTS THIS SHOW, WE DO NOT BELIEVE SHOW THEME SHOULD BE CONSIDRED FOR REPETION NEXT YEAR.

SUCCESSFUL CLOTHING SHOWS DEPEND HEAVILY ON NOVELTY AND WE BELIEVE NOVELTY OF IDEA SOMEWHAT WANNING AFTER TWO YEARS. LIKewise, AS AMNY EXHIBITORS NOTED, ANY FURTHER SCHEDULING OF THIS THEME SHOULD TAKE ADVANTAGE OF POSSIBLE TIE-IN WITH APPROPRIATE ITALIAN CLOTHIG TO ENSURE LARGER AUDIENCE.FINA

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